

COMMERCIAL ILLUSTRATION WITH MS. BALAJ

2024-2025

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Commercial Illustration: Bringing Art to Life in Advertising

Unlock the world of art in advertising with our Commercial Illustration course! This dynamic program dives into the creative processes behind billboards, posters, logos, product designs, promotional artwork, and themed projects for businesses. You'll master the skills to craft compelling illustrations for both real and imagined companies, mirroring the work of professional illustrators. Beyond drawing, you'll also learn essential industry practices like photographing your artwork, writing persuasive proposals, and crafting professional emails—equipping you with the tools to succeed in the fast-paced world of commercial illustration.

Commercial Illustration will cover the topics & skills below:

- ★ Elements of Art / Principals of Design
- ★ Typography
- ★ Logos
- ★ Holiday Themed Projects
- ★ Color Theory
- ★ Illustrations in books
- ★ History of Commerical Illustration / Advertising Techniques
- ★ Professional Illustrator Etiquette (proposals & emails)

Grading:

- 50% Projects (completed & submitted on time; **late submissions will not receive full credit & if art is not submitted 2 days after deadline, it will be a 0**)
 - Projects
 - Proposals + Emails
 - Final Project (the ONLY project for Quarter 4)
- 25% Behavior (including lateness/absence/ **PHONE USAGE**)
- 15% Sketchbooks (this is for both note taking & artwork that does not require large paper)
- 10% Exit Tickets/Quizzes/Do Nows

Everyone has the chance to get an A in this class if....

- All assignments are completed on time.
- All assignments comply with requirements.
- Rules of the classroom are followed.
- Respect is shown during class.

Grades are negatively affected by...

- Cell phone abuse. (using phone during instructional time)
- Disrespect of any kind.
- Play fighting or real fighting of any kind.
- Insubordinate behavior.
- Lateness and absence.
- Abuse of art supplies.
- SLEEPING (school is for learning, not sleeping)

SUPPLY LIST:

- ☐ 9in x 12in Sketchbook (no lines inside)
- ☐ Regular #2 Pencils (preferably wooden)
- ☐ Regular and thin black sharpies
- ☐ Colorful Sharpies
- ☐ Pens of assorted colors
- ☐ Tissue Box

Recommended (not required):

- ☐ *Prismacolor* Colored Pencils
- ☐ *POSCA* Markers
- ☐ *Micron* Pens
- ☐ Personal sets of watercolor and acrylic paint
- ☐ Personal set of paintbrushes

**CELL PHONES WILL BE COLLECTED DURING EVERY
INSTRUCTIONAL DAY. NO EXCEPTIONS.
YOUR FULL & UNDIVIDED ATTENTION IS REQUIRED ON
INSTRUCTIONAL DAYS.**